

A photograph of the Toronto skyline, featuring the CN Tower on the left and various skyscrapers in the background, set against a blue sky with light clouds. The foreground shows a body of water reflecting the city.

SFCanada 2024

Wednesday, May 22
The Arcadian | Toronto

SPONSORSHIP OPPORTUNITIES

**STRUCTURED
FINANCE
ASSOCIATION**

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FINANCE
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The Structured Finance Association is pleased to announce SFCanada 2024 will return to Toronto this Spring. This event will provide a forum for industry professionals to connect and discuss key topics and developments in the Canadian structured finance markets.

Sponsorship Opportunities

INDUSTRY BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
SFA Member	CAD \$26,625 USD \$19,450	CAD \$21,300 USD \$15,550	CAD \$15,975 USD \$11,675	CAD \$13,500 USD \$9,700
Non-Member	CAD \$31,950 USD \$23,350	CAD \$26,625 USD \$19,450	CAD \$21,300 USD \$15,550	CAD \$15,975 USD \$11,675
Passes	Member: 45 Non-Member: 30	Member: 20 Non-Member: 10	Member: 8 Non-Member: 4	Member: 4 Non-Member: 2
Logo Included in Marketing Collateral	X	X	X	X
Exhibit Space*	5'x 2.5'	5'x 2.5'	5'x 2.5'	5'x 2.5'
Pre/Post Conference Delegate List (Name, Title, Company)	X	X	X	X
Post Event Write-Up for SFA Website	X	X	X	X

Branding Opportunities

Registration Check-In Ipads & Name Badges	CAD \$9,000	USD \$6,575
Networking Reception	CAD \$6,000	USD \$4,500
Delegate Luncheon SOLD	CAD \$5,000	USD \$3,650
Digital Sponsorship	CAD \$5,000	USD \$3,650
Delegate Lanyards ¹ SOLD	CAD \$5,000	USD \$3,650
WiS Reception Sponsor ²	CAD \$5,000	USD \$3,650
Water Station ¹	CAD \$3,500	USD \$2,575
Notepads & Pens ¹	CAD \$3,000	USD \$2,250
WiFi	CAD \$3,000	USD \$2,250

¹Branding rights only, additional production costs apply.

²Co-Sponsored

*Limited Booth Space - First Come, First Served

Questions? Email events@structuredfinance.org.

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Please mark the preferred sponsorship level and/or branding opportunity.

SFA MEMBER		
	PLATINUM 45 passes included	CAD \$26,625 USD \$19,450
	GOLD 20 passes included	CAD \$21,300 USD \$15,550
	SILVER 8 passes included	CAD \$15,975 USD \$11,675
	BRONZE 4 passes included	CAD \$13,500 USD \$9,700

NON-MEMBER		
	PLATINUM 30 passes included	CAD \$31,950 USD \$23,350
	GOLD 10 passes included	CAD \$26,625 USD \$19,450
	SILVER 4 passes included	CAD \$21,300 USD \$15,550
	BRONZE 2 passes included	CAD \$15,975 USD \$11,675

BRANDING OPPORTUNITIES			
	Registration Check-In Ipads & Name Badges	CAD \$9,000	USD \$6,575
	Networking Reception	CAD \$6,000	USD \$4,500
	Delegate Luncheon SOLD	CAD \$5,000	USD \$3,650
	Digital Sponsorship	CAD \$5,000	USD \$3,650
	Delegate Lanyards ¹ SOLD	CAD \$5,000	USD \$3,650
	WiS Reception Sponsor ²	CAD \$5,000	USD \$3,650
	Water Station ¹	CAD \$3,500	USD \$2,575
	Notepads & Pens ¹	CAD \$3,000	USD \$2,250
	WiFi	CAD \$3,000	USD \$2,250

SPONSOR CONTACT INFORMATION

NAME: _____
TITLE: _____
COMPANY: _____
STREET ADDRESS: _____

CITY/STATE/ZIP: _____
COUNTRY: _____
PHONE: _____
EMAIL: _____

BILLING INFORMATION (IF DIFFERENT)

NAME: _____
TITLE: _____
COMPANY: _____
STREET ADDRESS: _____

CITY/STATE/ZIP: _____
COUNTRY: _____
PHONE: _____
EMAIL: _____

Please sign and email this agreement to Brittany Hince at brittany.hince@structuredfinance.

Signature of Acceptance: _____ Date: _____

Printed Name: _____

Brittany Hince, Head of Sponsorship & Membership Services
Structured Finance Industry Group, d/b/a Structured Finance Association: _____

***Please initial the Complete Sponsorship terms on the following page.*
Agreement will be invalid unless terms are initialed.**

Sponsorship Terms - Please Read Carefully

BINDING AGREEMENT.

These terms and conditions (these "Terms") shall govern the sponsorship form attached hereto (the "Sponsorship Form") where Structured Finance Industry Group, Inc. d/b/a Structured Finance Association, together with its respective subsidiaries and affiliates (collectively, "SFA" or "Our"), provide a person (collectively, "Sponsor", "You" or "Your") with sponsorship opportunities at SFA conferences, meetings or other sponsored events (each, an "Event"). Any reference to a "person" in these Terms includes any individual, firm, unincorporated association or corporate body. This is a legally enforceable contract. By executing the Sponsorship Form, which is incorporated herein, You agree to be bound by these Terms.

SPONSOR PASS QUALIFICATIONS.

All Sponsor Firm and Guest passes are to be registered by **May 20, 2024, 5:00 PM ET**. Sponsor Firm passes are to be used only by employees of the Sponsor organization, and are non-transferable outside of the organization.

PASSES INCLUDED IN SPONSORSHIP PACKAGES.

All names for Sponsor Firm and Guest passes must be submitted by May 20, 2024, 5:00 PM ET. You will receive registration instructions after confirming sponsorship. Any unused passes that have not been allocated by the specified deadline will be forfeited. Please remember to include all people manning Your exhibit space (including people from Your marketing department) in the Sponsor Firm pass allocation. If You find that You do not have enough passes, You may increase Your level of sponsorship or purchase additional passes at a discounted rate. See "SPONSORSHIP UPGRADE FOR ADDITIONAL FIRM PASSES" below. Registration passes are non-sharable and non-transferable unless otherwise specifically approved by an SFA representative. Any individual may be asked to show proper identification by venue security or Event staff, and individuals found guilty of pass-sharing/swapping will be invoiced for the full standard registration fee.

TAX.

All sponsorship prices listed are exclusive of any local sales or withholding taxes. You will be responsible for all related bank charges, taxes, withholdings, duties and levies in connection with Your sponsorship of the Event (excluding taxes based on the net income of SFA).

PAYMENT.

Payment of the sponsorship fees are due within 30 days of Your execution of the Sponsorship Form. If payment in full is not received by SFA within 30 days of Your execution of the Sponsorship Form, all sponsorship benefits, including but not limited to all Sponsor Firm and Guest passes, exhibit spaces and speaker passes, will be canceled.

Notwithstanding the foregoing, for any Sponsorship Forms executed (i) between January 1 and February 14, 2024, payment must be remitted no later than February 14, 2024, or (ii) after February 14, 2024, payment must be remitted immediately via credit card or wire. Except as otherwise set forth herein, all amounts paid are non-refundable, non-cancelable and non-creditable. If You pay by credit card, You will be subject to a three percent (3%) processing fee and agree that SFA may bill Your credit card for any late, unpaid fees. You shall be responsible for any costs and expenses, including without limitation, reasonable attorneys' fees, incurred by SFA to collect any late, unpaid fees.

SPONSORSHIP UPGRADE FOR ADDITIONAL FIRM PASSES.

SFA offers a discounted rate if You wish to purchase additional Sponsor Firm passes. For each additional Sponsor Firm pass, deduct 25% from the standard fee. These discounted passes are non-transferable. You will need to designate a contact (the "Sponsor Contact") who will be responsible for collecting and submitting all upgrade forms with payment. Once the Sponsorship Form is executed by You, the Sponsor Contact will receive a Sponsorship Package with guidelines and deadlines for your respective sponsorship items. If payment in full is not received at least ten (10) business days prior to the first day of the Event, the discounted Sponsor Firm pass(es) will be canceled, and delegate(s) will have to register onsite at full price. Please allow at least 2-3 business days for credit card processing.

MEMBER PRICING.

To qualify for SFA member pricing, You must be an SFA member in good standing (e.g., no past-due balances). If You are not a member of SFA and are interested in becoming one, please email SFVegas@structuredfinance.org. By selecting the member discount rate, sponsor firms confirm their understanding that their SFA membership is in good standing and that they have or expect to maintain membership of SFA during 2024. To the extent SFA 2024 membership dues remain outstanding beyond January 8, 2024, You confirm You may lose priority of sponsor space allocation and/or other sponsorship privileges, and are subject to the non-member pricing.

Sponsorship Terms *(Continued)*

CANCELLATION OR CHANGE OF EVENT BY SFA.

If for any reason SFA determines it is necessary to cancel, change the date, or change the delivery method of the Event, SFA may do so, provided that SFA notifies Sponsor in writing as soon as reasonably practicable. Sponsor will not be eligible for a refund of any sponsorship fees previously paid by Sponsor under these Terms if a change in date or in the delivery method of the Event occurs. If the Event is cancelled by SFA due to a non-Force Majeure Event (as defined below), the liability of SFA hereunder shall be limited to a refund of sponsorship fees previously paid by Sponsor under these Terms. In the event of any such cancellation, all other rights, duties, liabilities, and obligations hereunder shall terminate. For more information regarding refunds, please contact events@structuredfinance.org.

FORCE MAJEURE.

In the instance the Event is canceled due to a "Force Majeure Event" (an unforeseeable event beyond the reasonable control of SFA, including, without limitation, act of God, delay in transportation, fire, flood, earthquake, storm, war, pandemic, epidemic, contagion, act of a public enemy, civil commotion or any law, rule, regulation, order or other action by any public authority or any other matter reasonably beyond SFA's control) and not rescheduled, Sponsor's payment to SFA will be refunded in proportion to any refund SFA receives from the Event venue. This clause shall be understood to include and apply to a cancellation of the Event based on the financial impracticability of the SFA holding the Event due to a Force Majeure Event.

TERM AND TERMINATION.

These Terms shall become effective upon Your execution of the Sponsorship Form and shall remain in effect through the end of the Event. Either party may terminate these Terms for cause upon 30 days written notice to the other party in the event the other party materially breaches these Terms and fails to cure the breach within such 30 day period. In the event of a termination pursuant to the immediately preceding sentence (i) by Sponsor, all fees paid by Sponsor shall be refunded by SFA, or (ii) by SFA, all fees paid by Sponsor are non-refundable. In addition, if during the term of these Terms Sponsor ceases to be a member of SFA in good standing, Sponsor shall promptly pay SFA the additional sponsorship fees for non-SFA members, and if Sponsor fails to pay those additional fees within 30 days after it ceases to be a member of SFA in good standing, then SFA may terminate these Terms for cause and all fees previously paid by Sponsor shall be non-refundable. All rights and obligations of the parties which by their nature are reasonably intended to survive such termination or expiration will survive termination or expiration of these Terms.

CONTENT; MARKS.

SFA reserves the right to use recorded audio, video or still photographs collected during the Event (the "Content") on an unrestricted basis for promotional and educational purposes, including without limitation, to be posted on SFA's website. Subject to SFA's Privacy Policy, which is incorporated herein by reference, by attending the Event, Sponsor and its invitees hereby authorize SFA to use their image, likeness, personal characteristics and any other proprietary and publicity rights as contained in any Content as described in the sentence above without the requirement of further notice, royalty, payment or any other compensation to or consent from Sponsor or its invitees. Sponsor hereby grants SFA a non-exclusive, non-transferable, royalty-free, right and license, to use the trademarks, service marks, trade names, domain names, designs or logos of Sponsor in SFA promotional materials and websites for the Event.

LIABILITY.

Under no circumstances will either SFA or Sponsor, or their respective officers, directors, representatives, contractors, members or employees be liable for any indirect, special or consequential damages with respect to the performance of their duties and obligations under this Agreement, including, without limitation, lost profits, regardless of whether such damages could have been foreseen or prevented by either party. The Sponsor (a) waives any claim it may have against SFA or its officers, directors, representatives, contractors, members or employees (the "Released Parties") for any injury, loss or damages that the Sponsor or its officers, directors, employees, members and agents may sustain as a result of participating in the Event, and (b) releases from liability, discharges and covenants not to sue the Released Parties for any injury, loss, or damage arising out of or in connection with the participation of the Sponsor or its officers, directors, representatives, contractors, members or employees in the Event (other than arising from the gross negligence or willful misconduct of the Released Parties).

Sponsorship Terms *(Continued)*

DISCLAIMER.

THE EVENT AND ITS CONTENT, MATERIALS, SERVICES AND PRODUCTS ARE PROVIDED "AS IS" AND WITH ALL FAULTS. SFA EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESSED OR IMPLIED, RELATED TO THE EVENT, INCLUDING, BUT NOT LIMITED TO, ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

MISCELLANEOUS.

Each party shall comply with all prevailing laws, rules and regulations and obtain all necessary approvals, consents and permits required by the applicable agencies of the government of the jurisdictions that apply to its activities or obligations under these Terms. SFA expressly reserves the right to impose reasonable health and safety requirements on attendees and institute reasonable health and safety protocols at the Event. These Terms shall be governed by the laws of the State of New York without giving effect to their choice of law rules. The exclusive venue for determining any dispute between the Parties shall be the state and federal courts located in the Borough of Manhattan, NY. In the event legal action becomes necessary to interpret or enforce any provision of these Terms the prevailing party shall be entitled to its expenses, court costs and reasonable attorneys' fees, in addition to any other relief awarded. You may not assign any rights or obligations under these Terms under any circumstances. In addition, you will not "pass-through" your rights or obligations under these Terms to any third party, including for promotional tie-ins, joint or cross promotions, or in any manner that suggests the third party or its products or services are affiliated with or endorsed by SFA, unless such "pass-through" has been previously approved in writing by SFA in its sole and absolute discretion on a case-by-case basis. Any impermissible "pass-through" shall be considered a material breach and SFA may immediately terminate these Terms with cause upon delivery of written notice to Sponsor.

INITIALS: _____ DATE: _____